WHAT IS CLAIMED IS:

1.   A game advertisement charge system, comprising:

means for displaying an advertisement on a game screen;

means for obtaining displayed amount information concerning a displayed amount of the advertisement displayed; and

means for calculating a charge amount to be charged for displaying the advertisement based on the displayed amount information obtained.

2.   A game advertisement charge system according to claim 1, wherein the displayed amount information contains displayed area information concerning an area in which the advertisement is displayed on the game screen.

3.   A game advertisement charge system according to claim 1, wherein the displayed amount information contains display time information concerning a time during which the advertisement is displayed on the game screen.

4.   A game advertisement charge system according to claim 1, wherein the displayed amount information contains frequency information concerning a number of times   the advertisement has been displayed on the game screen.

5.   A game advertisement charge system, comprising:

means for displaying an advertisement on a game screen;

means for obtaining display quality information concerning the advertisement displayed; and

means for calculating a charge amount to be charged for displaying the advertisement, based on the display quality information obtained.

6.   A game advertisement charge system according to claim 5, wherein

a view of a virtual 3D space viewed from a predetermined viewpoint is shown on the game screen, and

the display quality information contains information describing a relationship between a display direction in which the advertisement is displayed in the 3D space and a viewing direction.

7.   A game advertisement charge system according to claim 5, wherein

the display quality information contains display position information concerning a position on the game screen in which the advertisement is displayed.

8.   A game advertisement charge system according to claim 5, wherein

a view of a vertical 3D space viewed from a predetermined view is shown on the game screen, and

the display quality information contains clipping information describing whether or not an advertisement is clipped and a part thereof is thus displayed on the game screen.

9.   A game advertisement display system, comprising:

advertisement display means for displaying an advertisement on a game screen;

means for obtaining displayed amount information concerning a displayed amount of the advertisement; and

means for limiting display of the advertisement on the game screen when the displayed amount of the advertisement reaches a predetermined amount.

10.   A game system according to claim 9, wherein the displayed amount information is information corresponding to display frequency of the advertisement.

11.   A game system according to claim 9, wherein the displayed amount information is information corresponding to a display time of the advertisement.

12.   A game machine for obtaining a game program or game data and for executing game processing based on the game program or game data obtained, comprising:

means for obtaining an advertisement displaying program or data;

wherein

the advertisement displaying program or data is obtained before the game program or game data is obtained, and

the game program or game data is then obtained while an

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advertisement is being displayed based on the advertisement displaying program or data obtained.

13. A game machine according to claim 12, further comprising:

means for storing identification information identifying at least one of advertisements having been displayed; and

means for selecting the advertisement displaying program or data to be obtained based on the identification information.

14. A game advertisement charge system, comprising:

means for displaying an advertisement on a game screen for a game;

means for obtaining attribute information on a player enjoying the game;

means for storing attribute information on a player targeted by the advertisement; and

means for calculating a charge amount to be charged for displaying the advertisement, based on the attribute information of the player targeted by the advertisement and the attribute information of the player enjoying the game.

15. A game advertisement charge method, comprising the steps of:

obtaining output amount information concerning an amount of advertisement output while a game is being performed; and

calculating a charge amount to be charged for outputting the advertisement based on the output amount information obtained.

16. A game advertisement charge method, comprising the steps of:

obtaining output quality information concerning an advertisement output while a game is being performed; and

calculating a charge amount to be charged for outputting the advertisement based on the output quality information obtained.

17. A game advertisement output method, comprising the steps of:

obtaining output amount information concerning an amount of advertisement output while a game is being performed; and

limiting outputting of the advertisement while the game is being performed when the amount of advertisement output has reached a predetermined value.

18. A method for controlling a game machine having means for obtaining a game program or game data and means for executing game processing based on the game program or game data obtained, the method comprising the steps of:

obtaining an advertisement output program or data;

outputting an advertisement based on the advertisement output program or data obtained; and

obtaining the game program or game data while the advertisement is being output.

19. A game advertisement charge method, comprising the steps of:

obtaining attribute information on a player enjoying a game in which an advertisement is output; and

calculating a charge amount to be charged for outputting the

advertisement based on the attribute information on the player enjoying the game and attribute information obtained in advance on a player targeted by the advertisement.

20. A program for causing a computer to execute the steps of:

outputting an advertisement on a game screen;

obtaining output amount information concerning an amount of the advertisement output; and

processing the output amount information as base information in calculation of a charge amount to be charged for outputting the advertisement.

21. A program for causing a calculator to execute the steps of:

outputting an advertisement on a game screen;

obtaining output quality information concerning the advertisement to be output; and

processing the output quality information as base information in calculation of a charge amount to be charged for outputting the advertisement.

22. A program for causing a computer to execute the steps of:

outputting an advertisement on a game screen for a game;

obtaining attribute information on a player enjoying the game; and

processing the attribute information as base information in calculation of a charge amount to be charged for outputting the advertisement.

23.   An information storage medium storing a program according to
claim 20.